

# Peer-to-Peer Workshop Music Production

"YO! IN THE STUDIO"



Hosted by  
Yo! Memphis  
*The Youth Opportunity Movement*  
September 23 – 26, 2002  
Memphis, TN

**City of Memphis**  
**Division of Public Services and Neighborhoods**  
**Funded by the United States Department of Labor**

# Agenda

## ***“YO! In The Studio”***

---

**INTRODUCTION:** At the YO! In the Studio peer-to-peer workshop participants will learn and develop skills in Music Production through a combination of content sessions and hands-on activities. This workshop will take participants through an organized and logical plan of study with milestone being met along the way. Each participant that attends the conference will end up with a recorded body of work that can be used to motivate youth to participate in Music Production at their respective The Goals of the YO! In the Studio Workshop are for participants to learn, understand and to apply knowledge in the following areas:

- Music Recording Equipment
- The Music Recording Process
- The Music Production Process
- Recording and Production Skills
- Music Business
- Working with Youth in Music and Independent Labels

Upon completion of the Music Production Peer to Peer Workshop, participants will be able to return to their sites with knowledge in the following areas:

- General Music Production
- Intro to Professional Studio Equipment
- Editing, Burning, Sampling and Sound Creation
- Establish studios in centers

### **Welcome Reception**

**Monday, September 23, 2002**

**Time:** 6:00 pm – 7:30 pm

**Location:** STAXS Music Academy  
870 East McLeMore Street  
Memphis, TN

**Description:** YO! Memphis participants will present musical projects created in their Recording Industry Class. Instructors will provide overview of workshops and expectations. Workshop participants will have the opportunity to network with each other. Light Refreshments will be served.

**Transportation:** Transportation will be provided with vans leaving the hotel at 5:30 and 5:45. **Please let us know if you will be attending so that we can reserve the appropriate number of vans.** If you will be arriving late but would still like to attend, please plan to take a taxi to the STAXS Music Academy.

**6:00 pm – 6:15 pm** Registration, networking light hors d'oeuvres

**6:15 pm – 6:30 pm** Welcome to Memphis, TN  
Dr. Willie W. Herenton, Mayor  
Donnie Mitchell, Division Director  
Marie A Milam, Ed. D., Executive Director

- 6:30 pm – 7:00 pm** Introduction of Workshop Presenters  
 Mark Willis, STAXS Music Academy  
 Robert Agnew, Visual Soul Productions  
 \*Beverly Johnson, WDIA  
 \*Jon Hornyak, Memphis Grammy's Recording Academy  
 \* Harrison McIver, Memphis Area Legal Services  
 \* Al Green, Full Gospel Tabernacle Church  
 \* Pat Mitchell, The Blues Foundation  
 \*Carolyn Bell, PSVB Media
- 7:00 pm – 7:15 pm** YO! Memphis participant presentations
- 7:15 pm – 7:30 pm** Closing Remarks  
 Marie A. Milam, Ed. D., Executive Director, Yo! Memphis

## **Tuesday, September 24, 2002**

- 8:30 am Bus Leaves for Memphis Main
- 9:00 am – 9:30 am Tour YO! Memphis Main Campus
- 9:30 am – 10:30 am Capturing the Unique Sound of Memphis: This will lay the foundation for the production of the CD that each team will create during this workshop
- 10:30 am – 11:30 pm Making Noise in Memphis  
 PSVB Media & YO! Memphis discusses how media can be used as a motivational tool to promote positive social behavior among youth.
- 11:30 – 11:45 Break
- 11:45pm Depart for Lunch
- 12:00 pm – 1:30 pm Lunch at Isaac Hayes Restaurant **(Participants will pay for their own meal)**
- 1:30 pm – 4:30 pm Memphis Tour Part 1  
 Walking Tour of Historic Beale Street  
 WDIA  
 Gipson Guitar Rock & Soul Museum  
 Center for Southern Folklore
- 4:30pm Return to Yo! Memphis Main Campus
- 5:00 pm – 5:30 pm Group Assignments
- 5:30 pm – 6:30 pm Introduction to Recording techniques – Mark Willis

**Wednesday, September 25, 2002**

BREAKFAST ON YOUR OWN

8:30 pm	Bus leaves hotel for STAXS Music Academy
9:00 am – 10:30 am	Sampling, Mixing & Burning
10:30 am – 11:30 pm	“That Belongs To ME”: This workshop will be a discussion of intellectual property from an attorney’s perspective, including the basis of contracting, copyright, and sampling other artist music.
11:45pm – 1:15 pm	Lunch at the Hardrock Café <b>(Participants will pay for their own meal)</b>
1:15 pm – 1:30 pm	Travel to the House of Blues Studio
1:30 pm – 3:00 pm	Groups: Music Production Exercise
3:00 pm – 4:00 pm	Travel to YO! Memphis Main Campus via Sun Studio
4:00 pm – 5:00 pm	Groups Meet to Develop Action Plan
5:00 pm – 8:30 pm	Studio Time
	Sandwiches, drinks and snacks will be provided
8:30 pm – 9:00 pm	Wrap Up

**Thursday, September 26, 2002****9:00 pm – 2:00 pm**

BREAKFAST ON YOUR OWN

**UNLESS YOU ARE STAYING AN ADDITIONAL NIGHT,  
PLEASE CHECK OUT OF THE HOTEL PRIOR TO GETTING  
ON THE BUS**

9:00 am	Bus from hotel to YO! Memphis Main Campus
9:30 am – 10:30 am	Making The Connection (Faith Based Organizations, Community Groups, and National Organizations)
10:30 am – 11:30 am	Working with The Next “P-Diddy ” or Clive Davis
11:30 am – 1:00 pm	YOG Listening Party (Lunch will be provided) <ul style="list-style-type: none"><li>• Project Presentations</li></ul>
1:00 pm – 2:00 pm	Wrap Up <ul style="list-style-type: none"><li>• Action Plan – Taking what you learned back home.</li><li>• Evaluations</li></ul>